

Message Text

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PAGE 01 SURABA 00624 261001Z

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 XMB-04 (ISO) W

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R 260810Z DEC 74

FM AMCONSUL SURABAYA

TO USDOC WASHDC

AMEMBASSY JAKARTA

INFO SECSTATE WASHDC 0504

AMEMBASSY SINGAPORE

AMCONGEN HONGKONG

AMCONSULATE MEDAN

USIA WASHDC

UNCLAS SURABAYA 0624

E.O. 11653: N/A

TAGS: BEXP, ID

SUBJECT: SURABAYA TRADE PROMOTION EVENT: SUGAR MILL

CONSTRUCTION AND REHABILITATION

REFS: A. STATE 279435

B. JAKARTA 15253

C. JAKARTA 15002

D. JAKARTA 15003

E. SURABAYA 0532

DEPT. PASS EXIM, STATE FOR EA/IMS GEBER, USDOC FOR BIC/OED/MEPD & OIM

1. CONSULATE GREATLY APPRECIATES POSITIVE ASSISTANCE FROM USDOC, DEPARTMENT, AND EMBASSY JAKARTA IN EFFORT TO MOUNT SUGAR INDUSTRY MISSIONARY SALES EFFORT IN SURABAYA. WE FULLY ENDORSE RECOMMENDATIONS REF B, WHICH WILL MAXIMIZE U.S. COMPANIES OPPORTUNITIES TO ENTER MARKET FOR NEW SUGAR MILLS AND MACHINERY FOR REHABILITATION PROGRAM IN PRIVATE AND GOVERNMENT SECTORS.

2. CONSULATE BELIEVES THAT MISSION MEMBERS SHOULD REPRESENT WIDEST RANGE OF SUGAR INDUSTRY SERVICES AND LARGEST POSSIBLE UNCLASSIFIED

UNCLASSIFIED

PAGE 02 SURABA 00624 261001Z

NUMBER OF COMPANIES INTERESTED IN DOING BUSINESS HERE. IT WOULD

BE USEFUL TO MAKE SURABAYA EVENT AN ADJUNCT OF JAKARTA VISIT BY U.S. CONSORTIUM PRIMARILY INTERESTED IN PROPOSAL FOR NEW SUGAR MILL CONSTRUCTION, BUT THIS WOULD NOT MEET OUR LOCAL NEEDS. AS NOTED REF B, MARKET POTENTIAL FROM REHABILITATION OF BOTH PRIVATE AND GOVERNMENT MILLS ON JAVA WILL EQUAL OR SURPASS MARKET FOR NEW MILLS IN COMING DECADE. AS REHABILITATION PROCESS IS NOW GETTING UNDERWAY, AMERICAN COMPANIES HAVE AN OPPORTUNITY TO PENETRATE MARKET BEFORE BUYING PATTERNS AND MACHINERY LINES BECOME SET. SUCCESS OF AMERICAN ENDEAVOR WILL DEPEND ON OUR MAKING FAVORABLE IMPRESSION ON LOCAL DECISION MAKERS BY DEMONSTRATING AMERICAN INTEREST AND ABILITY IN FULL SUGAR INSUSTRY EQUIPMENT FIELD.

3. CONSULATE HAS OBTAINED TENTATIVE APPROVAL FOR USE OF AUDITORIUM OF BINATIONAL CENTER (LIA) NEAR CONSULATE. AUDITORIUM IS ABOUT 25 X 46 FT, AIRCONDITIONED, AND HAS COVERED PORCHES AROUND A LARGE GRASSY COURTYARD. IF THIS SPACE IS CONSIDERED INADEQUATE, THEN THERE ARE SEVERAL SUITABLE ALTERNATE SITES AVAILABLE IN CITY. IN EITHER CASE, WE NEED TO KNOW AS SOON AS POSSIBLE APPROXIMATE DATES FOR PROMOTION EVENT IN ORDER TO RESERVE DISPLAY AREA.

4. WE WOULD LIKE TO INFORM EAST JAVA GOVERNOR NOER OF TIMING OF UPCOMING EVENT AS SOON AS POSSIBLE. GOVERNOR IS HYPERACTIVE IN PROVINCE DEVELOPMENT EFFORT AND WE EXPECT HIS FULL SUPPORT FOR THIS EVENT. IF WE CAN TELL GOVERNOR THAT THIS SHOW IS LIKELY TO TAKE PLACE IN FEBRUARY OR MARCH, WE COULD USE WEIGHT OF HIS OFFICE TO SMOOTH FLOW OF MATERIALS THROUGH CUSTOMS, ETC. IN ADDITION, HIS OFFICE CAN PROVIDE LIAISON WITH GOVERNMENT AGENCIES.

5. FOR SURABAYA PORTION OF DUAL TASK FORCE, WE SUGGEST DISPLAY OF WIDEST POSSIBLE RANGE OF SUGAR MANUFACTURING EQUIPMENT. WE BELIEVE CATALOG PRESENTATION BACKED UP BY MODELS IS ESSENTIAL AND THAT MULTIMEDIA SUPPORT, ESPECIALLY SLIDES AND FILMS, AND STATIC DISPLAYS, WOULD HAVE GREAT IMPACT. IF POSSIBLE, MISSION SHOULD BRING SMALL PORTABLE SUGAR RESEARCH EQUIPMENT OF THE LATEST TYPE, SUCH AS ANALYZERS, POLARIMETERS, SPECTROFOTOMETERS, ETC., FOR DEMONSTRATION TO AUDIENCE. MINISTER OF AGRICULTURE RECENTLY STATED THAT WITHIN FIVE YEARS INDONESIA INTENDS TO RAISE SUGAR PRODUCTION FROM 106 TONS PER HECTARE TO 165 TONS, UNCLASSIFIED

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PAGE 03 SURABA 00624 261001Z

THE PREWAR PRODUCTION FIGURE. SINCE EAST JAVA IS THE CENTER OF INDONESIAN SUGAR INDUSTRY, EVENT IS CERTAIN TO DRAW LARGE CROSS-SECTION OF MANAGERS FROM BOTH PRIVATE AND GOVERNMENT MVBAQFFUB THUS, INCLUDING IN TASK FORCE A MEMBER WHO COULD DESCRIBE RECENT IMPROVEMENTS IN SUGAR GROWING AND PROCESSING TECHNIQUES WOULD BE VERY WELL RECEIVED. SUCH A PRESENTATION WOULD BE TIMELY AND USEFUL, AND WOULD REINFORCE LOCAL BELIEF THAT U.S. LEADS IN SUGAR PRODUCTION TECHNOLOGY.

6. IN REONSE TO REF A PARA 4, MISSMRF SHOULD PLAN TO
BRING MINIMUM SIX SETS OF CATALOGS: TWO FOR SHOW ITSELF,
TWO FOR EAST AND CENTRAL JAVA BKU-PNP OFFICES, AND ONE
EACH FOR JSPU AND SUGAR MILL ASSOCIATION. ADDITIONAL
COPIES TO DISTRIBUTE TO EACH BKU-PNP AREA OFFICE AND
INDIVIDUAL UNASSOCIATED PRIVATE MILLS WOULD BE USEFUL BUT
ARE NOT ESSENTIAL.

7 IN ORDER TO PUBLICIZE EVENT AND TO ENCOURAGE MAXIMUM
PARTICIPATION, WE PLAN TO PLACE ANNOUNCEMENTS IN AREA
BUSINESS NEWSLETTERS AND MAGAZINES, AND, VIA USIS, IN LOCAL
PRESS SHORTLY BEFORE TASK FORCE ARRIVES. WE ALSO WILL ESTABLISH
LIAISON WITH THE OFFICES OF STATE-OWNED SUGAR MILLS AND
JOINT SUGAR PROJECTS UNIT. WILL PLAN TO INFORM PRIVATE
SUGAR MILLS THROUGH THEIR PROFESSIONAL ASSOCIATION, AND THEN
VISIT OR WRITE MILL MANAGERS PERSONALLY TO SEEK THEIR
PARTICIPATION. DURING TASK FORCE VISIT, I WOULD HOST SEVERAL
SOCIAL FUNCTIONS WHERE SUGAR INDUSTRY OFFICIALS FROM EAST AND
CENTRAL JAVA WOULD HAVE THE OPPORTUNITY TO MEET WITH U.S.
VISITORS IN INFORMAL SETTING.

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SURABA00624
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740374-0942
From: SURABAYA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t1974129/aaaaahmd.tel
Line Count: 137
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 74 STATE 279435
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 16 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16-Aug-2002 by ReddocGW>; APPROVED <31 DEC 2002 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SURABAYA TRADE PROMOTION EVENT: SUGAR MILL CONSTRUCTION AND REHABILITATION
TAGS: BEXP, ID
To: COM JAKARTA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005